Calculations

Total Raffles *

Target Group	N	# Picking First	% Picking First	Market Share *	Potential Trial
non-menthol and King-size Menthol Smokers 7+ mos	191	34	17.7		

Raffles Solid Blend

Target Group	N	# Picking First	% Picking First	Market Share *	Potential Trial
non menthol King-size Smokers 7+ mos.	103	18	17.5		

Raffles Spiced Menthol

Target Group	N	# Picking First	% Picking First	Market Share *	Potential Trial
menthol King-size Smokers 7+ mos	88	16	18.2		

* Weighted Data.

2045782527

Source: https://www.industrydocuments.ucsf.edu/docs/kfyj0004